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# RURAL DEVELOPMENT PROGRAM

# NEWS

*"We must open wider the doors of opportunity....  
for the good of our country and all our people"*  
President Eisenhower

U. S. Department of Agriculture  
Washington, D. C.

October 1956  
No. 10

With projects now planned or under way in 51 pilot counties and three trade areas, extending from Maine to Texas, the Rural Development Program has grown into a major national program in recent weeks. (See map back page.) Additional State and county rural development committees have been formed to direct local programs. Several Department of Agriculture agencies have allocated funds to the States for supporting technical, educational, and credit services in pilot counties. President Eisenhower has received the first annual Rural Development Program report on behalf of Federal departments, States, local areas and, in the words of Secretary of Agriculture Benson, "the many organizations and individual leaders that are actively at work..."

FIRST ANNUAL PROGRAM REPORT SHOWS EXTENSIVE WORK: On September 28 President Eisenhower was presented with the first annual report on the Rural Development Program by Under Secretaries of the five Federal departments having responsibility in the program. The 28-page report cites Secretary of Agriculture Benson's original recommendations for better farming, industrialization, community activity, improved health and education and then describes what has been done in the last 15 months to put these recommendations into action.

After receiving the report, President Eisenhower issued a statement pointing out that every one of Secretary's Benson's recommendations were being acted upon. Federal and State leaders cooperating together have made what he termed "major progress. Experience gained this year," the President continued, "will encourage an expanded effort in 1957-58." He singled out four points in the report which merited special comment: (1) the fact that the Rural Development Program is being managed by State, county, and local committees; (2) the active interest and leadership shown by local groups; (3) the major emphasis on youth; and (4) concentration of the work in areas most needing balanced development.

"Initial success of the program," said the President, "is a challenge to all of us in this year ahead. We have a solid foundation to build upon. The Rural Development Program is the first truly broad-scale attack on the problems of low-income farmers. I am happy to see so many groups and agencies working together as a single team. That is the way to get results."

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This is one of a series of periodic reports on RDP activities by business, local State, Federal, farm and other leadership working together. If you have comments on the Rural Development Program or this Newsletter, please address communications to the Office of Information, U. S. Department of Agriculture, Washington, D. C.

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Speaking in Minneapolis in mid-October, President Eisenhower referred to the Rural Development Program as a bold, long-range effort. "I am determined," he said, "to bring into the Government the best man I can find in this field to devote full time to speeding and perfecting the program. There are wonderful opportunities for good here -- and we shall make the most of them." (If you want a copy of Progress in the Rural Development Program, First Annual Report of the Secretary of Agriculture, write the Office of Information, Department of Agriculture, Washington 25, D. C.)

ACCENT ON MARKETING: Farm people in Maryland's pilot county, Garrett, are putting emphasis on better marketing facilities. A new market has opened under sponsorship of the rural women's marketing committee in the county. Discussions have been held with dairy industry representatives in Pennsylvania and Maryland to help the dairy marketing committee determine the best area in which to sell Garrett County products. Plans are also being made to find outlets for increased broiler production.

WORKSHOP FOR PERSONNEL ACTIVE IN PROGRAM: The State rural development committee in Tennessee has hit on a new idea -- workshops for agency personnel taking part in the Rural Development Program. Two types of workshop are being discussed: one for area supervisors and administrators in each major area of the State, and one for pilot county leaders. The Tennessee committee has also elected a new steering committee for 1956-57. John Garney, Vocational Agriculture, is chairman, and Dr. Leland Albaugh, TVA, vice-chairman. Crosby Murray of the Tennessee Extension Service continues as secretary.

GOOD PROGRESS IN A SHORT TIME: In the less than a year since Lewis County, W. Va., entered the Rural Development Program, its people have sparked a whole series of practical projects -- both planning and action -- to put the program on a firm footing. The Lewis Rural Development Committee received help from West Virginia University in determining the potential labor supply and present manpower use in the county. A timber resource survey was completed, indicating good opportunities for development of plywood and veneer industries. Poultry production on small farms will expand as a result of a study showing area demand for poultry is greater than present production. More than 100 ewes, brought into the county from the West, will be used in a project demonstrating the value of sheep in increasing small farm income.

VIRGINIA COUNTY GETS BUSINESS AID IN SURVEY: A company supplying electric power to Cumberland County, one of Virginia's two pilot counties, is aiding Rural Development Program leaders in a broad survey of resources and needs. Information obtained in the survey will help county people in making sound plans for a long-range program of economic improvement.

GEORGIA LISTS COMMITTEE RESPONSIBILITY: The Georgia Rural Development Committee has released a statement describing responsibilities of a State-level committee. According to the statement, these include selection of pilot counties, aid to county people in starting a program, information on Federal and State activities and aid available from State agencies, and reporting progress.

Georgia, with four pilot counties, is working through regular county program development committees to meet the need for local leadership. These committees, in existence for some time, operate with a private citizen as chairman, the county agent as secretary, and include farm, business, and community leaders.

UNDER SECRETARY MORSE CONFERS WITH OKLAHOMA LEADERS: During a visit early this month to Oklahoma, Under Secretary of Agriculture True D. Morse met with Dean A. E. Darlow and Acting Director of Extension Errol D. Hunter to discuss the State's Rural Development Program. Oklahoma, one of the first States in the program, has work under way in Choctaw County and recently added a second pilot county, Cherokee. Director Hunter is the chairman of the state agricultural and industrial development committee.

FES ISSUES STATEMENT ON EXTENSION'S ROLE: For the guidance of extension workers in the 24 States taking part in the Rural Development Program, the Federal Extension Service has issued a detailed statement on program organization and aims and the vital role of State extension services. Defining Rural Development as "an integrated undertaking that involves research, education, credit, technical assistance, business, industry, employment services, and vocational training," the statement goes on to discuss such subjects as the difference between rural development and other programs, beginning a State program, and the amended Smith-Lever Act authorizing special work in disadvantaged farm areas. (If you want a copy of The Rural Development Program with Emphasis on Extension's Responsibilities, write the Office of Information, Department of Agriculture, Washington, D. C.)



